



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Great American Media
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1397382

Schedule Dates 10/23/12-10/28/12
Advertiser DCCC-Democratic Congressional Campaign Comm
Agency Great American Media (2231)
Product POLITICAL ISSUE (ns) (1187)
Brand DCCC 10/30 ADD (481417)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name KEULEMAN, KATIE
Phone/Fax /
CPE 11/14/2112
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments DCCC 10/30 ADD
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEMOCRATIC CONGRESSIONAL
CAMPAIGN COMMITTEE

Date Entered 10/22/12
Last Modified 10/22/12
Entered By Katie Freckleton
CO-OP No
Headline # 06387702
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,062.50
Net Total \$28,687.50
Sales Tax

Salt Lake City (KUTV)
By Broadcast Month Spots Rate
Oct. 2012 27 \$33,750.00
Grand Total: 27 \$33,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	10/23/12-10/26/12	1	:30	10P- 10:35P (MST)	1		X	X	X	X			1	\$4,000.00	\$4,000.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, KUTV NEWS AT 10P M-F	10/22/12
2.0	Normal Line / News (2)	10/23/12-10/26/12	1	:30	4:30P- 5P (MST)	1		X	X	X	X			1	\$850.00	\$850.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2NEWS AT 4:30PM	10/22/12
3.0	Normal Line / News (3)	10/23/12-10/26/12	1	:30	5A- 5:30A (MST)	1		X	X	X	X			1	\$300.00	\$300.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT 5A	10/22/12
4.0	Normal Line / News (4)	10/23/12-10/26/12	1	:30	5P- 5:30P (MST)	1		X	X	X	X			1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT 5P	10/22/12
5.0	Normal Line / News (5)	10/23/12-10/26/12	1	:30	5:30A- 6A (MST)	1		X	X	X	X			1	\$500.00	\$500.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT 530A	10/22/12
6.0	Normal Line / News (6)	10/23/12-10/26/12	1	:30	6A- 8A (MST)	1		X	X	X	X			1	\$1,250.00	\$1,250.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS THIS MORNING	10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Katie Freckleton 10/22/12



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Advertiser	DCCC-Democratic Congressional Campaign Comm	Last Modified	10/22/12
Agency	Great American Media (2231)	Entered By	Katie Freckleton
Product	POLITICAL ISSUE (ns) (1187)	CO-OP	No
Brand	DCCC 10/30 ADD (481417)	Headline #	06387702
Salesperson	TeleRep/DC, Washington DC (2995)	Demo	A35+
Sales Office	TeleRep Washington DC	Order Type	Normal
Buyer Name	KEULEMAN,KATIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/14/2112	Commission	\$5,062.50
Account Types	National/Political Issue Agency BRD	Net Total	\$28,687.50
Billing Type	Standard	Sales Tax	
Comments	DCCC 10/30 ADD ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** CAMPAIGN COMMITTEE		

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Oct. 2012	27	\$33,750.00
Grand Total:	27	\$33,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Normal Line / SPOT (8)	10/23/12-10/26/12	1	:30	8A- 9A (MST)	1		X	X	X	X			1	\$500.00	\$500.00	Salt Lake City (KUTV)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, THE EARLY SHOW	10/22/12
8.0	Normal Line / News (11)	10/23/12-10/26/12	1	:30	5A- 5:30A (MST)	1		X	X	X	X			1	\$300.00	\$300.00	Salt Lake City (KUTV)	2 NEWS AT 5A	10/22/12
9.0	Normal Line / News (13)	10/23/12-10/26/12	1	:30	5:30A- 6A (MST)	1		X	X	X	X			1	\$500.00	\$500.00	Salt Lake City (KUTV)	2 NEWS AT 530A	10/22/12
10.0	Normal Line / News (14)	10/23/12-10/26/12	1	:30	6A- 8A (MST)	1		X	X	X	X			1	\$1,250.00	\$1,250.00	Salt Lake City (KUTV)	2 NEWS THIS MORNING	10/22/12
11.0	Normal Line / SPOT (15)	10/23/12-10/26/12	1	:30	8A- 9A (MST)	1		X	X	X	X			1	\$500.00	\$500.00	Salt Lake City (KUTV)	THE EARLY SHOW	10/22/12
12.0	Normal Line / SPOT (16)	10/23/12-10/26/12	1	:30	9A- 10A (MST)	1		X	X	X	X			1	\$500.00	\$500.00	Salt Lake City (KUTV)	THE PRICE IS RIGHT	10/22/12
13.0	Normal Line / News (17)	10/23/12-10/26/12	1	:30	12P- 1P (MST)	1		X	X	X	X			1	\$500.00	\$500.00	Salt Lake City (KUTV)	2 NEWS AT NOON	10/22/12
14.0	Normal Line / News (18)	10/23/12-10/26/12	1	:30	4P- 4:30P (MST)	1		X	X	X	X			1	\$750.00	\$750.00	Salt Lake City (KUTV)	2NEWS AT 4PM	10/22/12
15.0	Normal Line / News (19)	10/23/12-10/26/12	1	:30	4:30P- 5P (MST)	1		X	X	X	X			1	\$850.00	\$850.00	Salt Lake City (KUTV)	2NEWS AT 4:30PM	10/22/12
16.0	Normal Line / News (20)	10/23/12-10/26/12	1	:30	5P- 5:30P (MST)	1		X	X	X	X			1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)	2 NEWS AT 5P	10/22/12
17.0	Normal Line / News (25)	10/23/12-10/26/12	1	:30	10P- 10:35P (MST)	1		X	X	X	X			1	\$4,000.00	\$4,000.00	Salt Lake City (KUTV)	KUTV NEWS AT 10P M-F	10/22/12
18.0	Normal Line / SPOT (27)	10/23/12-10/26/12	1	:30	10:35P- 11:38P (MST)	1		X	X	X	X			1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)	DAVID LETTERMAN	10/22/12
19.0	Normal Line / SPOT (28)	10/23/12-10/26/12	1	:30	11:35P- 12:35A (MST)	1		X	X	X	X			1	\$300.00	\$300.00	Salt Lake City (KUTV)	LATE LATE SHOW	10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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By Broadcast Month
Oct. 2012
Grand Total:
Spots 27
Rate \$33,750.00
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20.0	Normal Line / News (9)	10/27/12-10/27/12	1	:30	5P- 6P (MST)							1		1	\$750.00	\$750.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT 5P SAT	10/22/12
21.0	Normal Line / News (10)	10/28/12-10/28/12	1	:30	5P- 6P (MST)								1	1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT 5P SUN	10/22/12
22.0	Normal Line / News (12)	10/27/12-10/27/12	1	:30	5A- 7A (MST)							1		1	\$100.00	\$100.00	Salt Lake City (KUTV)	CBS SATURDAY MORNING	10/22/12
23.0	Normal Line / News (21)	10/27/12-10/27/12	1	:30	5P- 6P (MST)							1		1	\$750.00	\$750.00	Salt Lake City (KUTV)	2 NEWS AT 5P SAT	10/22/12
24.0	Normal Line / News (22)	10/28/12-10/28/12	1	:30	5P- 6P (MST)								1	1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)	2 NEWS AT 5P SUN	10/22/12
25.0	Normal Line / SPOT (23)	10/27/12-10/27/12	1	:30	6P- 7P (MST)							1		1	\$800.00	\$800.00	Salt Lake City (KUTV)	ENTERTAINMENT TONIGHT WEEKEND / PA	10/22/12
26.0	Normal Line / Prime (24)	10/28/12-10/28/12	1	:30	8P- CBS-The Good Wife (Sunday)								1	1	\$5,000.00	\$5,000.00	Salt Lake City (KUTV)	THE GOOD WIFE	10/22/12
27.0	Normal Line / News (26)	10/27/12-10/27/12	1	:30	10P- 10:35P (MST)							1		1	\$2,500.00	\$2,500.00	Salt Lake City (KUTV)	KUTV NEWS AT 10P SAT	10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

REP HEADLINE# 6387702
*** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT19/12 18.39
*** KUTV-TV ***

ADV # _____ ADV. NAME _____ ISS/DCCC _____ REP. # _____ OFF. # _____ SALESMAN # 921
AGY # _____ AGY. NAME GREAT AMERICAN MEDIA BUYER NAME KATIE KEULEMAN

3050 K ST NW,
WASHINGTON, DC 20007
SALES PRSN WA- CHERYL BLAIR

ORDER # 1391382 CONTRACT # 6387702 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC 10/30 ADD EST#2112 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT23/12 OCT29/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT19/12 18.39

REP: TO SHANNON
FR CHERYL
NEW DCCC
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 14
AGENCY EST# = 2112

X			1000P-1035P	30		\$4,000.00	10/23	10/29	1		TU-F,M	1
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PROGRAM : KUTV NEWS AT 10P M-F
ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE
CON COM1 : KUTV NEWS AT 10P M-F

X			430P-500P	30		\$850.00	10/23	10/29	1		TU-F,M	1
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PROGRAM : 2NEWS AT 4:30PM
ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE
CON COM1 : 2NEWS AT 4:30PM

OCT19/12 18.39
*** KUTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			PROGRAM : 2 NEWS AT 5A ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: 2 NEWS AT 5A	30		\$300.00	10/23	10/29	1		TU-F,M	1
5			PROGRAM : 2 NEWS AT 5P ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: 2 NEWS AT 5P	30		\$1,500.00	10/23	10/29	1		TU-F,M	1
5			PROGRAM : 2 NEWS AT 530A ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: 2 NEWS AT 530A	30		\$500.00	10/23	10/29	1		TU-F,M	1
6			PROGRAM : 2 NEWS THIS MORNING ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: 2 NEWS THIS MORNING	30		\$1,250.00	10/23	10/29	1		TU-F,M	1
7			PROGRAM : KUTV NEWS AT 7 ON KMYU ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: KUTV NEWS AT 7 ON KMYU	30		\$.00	10/23	10/29	0		TU-F,M	0
8			PROGRAM : THE EARLY SHOW ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: THE EARLY SHOW	30		\$500.00	10/23	10/29	1		TU-F,M	1
9			PROGRAM : 2 NEWS AT 5P SAT ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: 2 NEWS AT 5P SAT	30		\$750.00	10/27	10/27	1		SAT	1

OCT19/12 18.39
*** KUTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			500P-600P	30		\$1,500.00	10/28	10/28	1		SUN	1
PROGRAM : 2 NEWS AT 5P SUN												
ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : 2 NEWS AT 5P SUN												
11			500A-530A	30		\$300.00	10/23	10/29	1		TU-F,M	1
PROGRAM : 2 NEWS AT 5A												
CON COM1 : 2 NEWS AT 5A												
12			500A-700A	30		\$100.00	10/27	10/27	1		SAT	1
PROGRAM : CBS SATURDAY MORNING												
CON COM1 : CBS SATURDAY MORNING												
13			530A-600A	30		\$500.00	10/23	10/29	1		TU-F,M	1
PROGRAM : 2 NEWS AT 530A												
CON COM1 : 2 NEWS AT 530A												
14			600A-800A	30		\$1,250.00	10/23	10/29	1		TU-F,M	1
PROGRAM : 2 NEWS THIS MORNING												
CON COM1 : 2 NEWS THIS MORNING												
15			800A-900A	30		\$500.00	10/23	10/29	1		TU-F,M	1
PROGRAM : THE EARLY SHOW												
CON COM1 : THE EARLY SHOW												
16			900A-1000A	30		\$500.00	10/23	10/29	1		TU-F,M	1
PROGRAM : THE PRICE IS RIGHT												
CON COM1 : THE PRICE IS RIGHT												
17			1200N-100P	30		\$500.00	10/23	10/29	1		TU-F,M	1
PROGRAM : 2 NEWS AT NOON												
CON COM1 : 2 NEWS AT NOON												
18			400P-430P	30		\$750.00	10/23	10/29	1		TU-F,M	1
PROGRAM : 2NEWS AT 4PM												
CON COM1 : 2NEWS AT 4PM												

OCT19/12 18.39
*** KUTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
29			430P-500P	30		\$850.00	10/23	10/29	1		TU-F,M	1
PROGRAM : 2NEWS AT 4:30PM												
CON COM1 : 2NEWS AT 4:30PM												
30			500P-530P	30		\$1,500.00	10/23	10/29	1		TU-F,M	1
PROGRAM : 2 NEWS AT 5P												
CON COM1 : 2 NEWS AT 5P												
31			500P-600P	30		\$750.00	10/27	10/27	1		SAT	1
PROGRAM : 2 NEWS AT 5P SAT												
CON COM1 : 2 NEWS AT 5P SAT												
28			500P-600P	30		\$1,500.00	10/28	10/28	1		SUN	1
PROGRAM : 2 NEWS AT 5P SUN												
CON COM1 : 2 NEWS AT 5P SUN												
23			600P-700P	30		\$800.00	10/27	10/27	1		SAT	1
PROGRAM : ENTERTAINMENT TONIGHT WEEKEND / PA												
CON COM1 : ENTERTAINMENT TONIGHT WEEKEND / PA												
24			800P-900P	30		\$5,000.00	10/28	10/28	1		SUN	1
PROGRAM : THE GOOD WIFE												
CON COM1 : THE GOOD WIFE												
25			1000P-1035P	30		\$4,000.00	10/23	10/29	1		TU-F,M	1
PROGRAM : KUTV NEWS AT 10P M-F												
CON COM1 : KUTV NEWS AT 10P M-F												
26			1000P-1035P	30		\$2,500.00	10/27	10/27	1		SAT	1
PROGRAM : KUTV NEWS AT 10P SAT												
CON COM1 : KUTV NEWS AT 10P SAT												
27			1035P-1138P	30		\$1,000.00	10/23	10/29	1		TU-F,M	1
PROGRAM : DAVID LETTERMAN												
CON COM1 : DAVID LETTERMAN												

REP HEADLINE# 6387702
 *** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT19/12 18.39
 *** KUTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
8			1135P-1235A	30		\$300.00	10/23	10/29	1		TU-F,M	1
PROGRAM : LATE LATE SHOW												
CON COM1 : LATE LATE SHOW												
OCT/12			33750.00			NOV/12					\$.00	
CONTRACT TOTAL												33750.00
TOTAL SPOTS												27

COMPETITIVE INFORMATION NOT YET AVAILABLE.
 SVC- NSI
 DEMOS- RA35+*